**Craig T. Consigny**

**Waukesha, WI**

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**Beer Industry Executive Leader**

**Strategic Planning ⏐ Culture Builder ⏐ Productivity Improvement**

Entrepreneurial sales and marketing leader with unique experience and passion for craft beer, culture and operations who also understands the strategic go to market approach of larger scale breweries and brands. Leadership purpose is to build loyalty with employees, customers and community through collaboration, curiosity and competitive spirit. Driven by a passion for business results, collective teamwork, creativity and continuous development of self and team. Core values of trust, character, integrity, kindness, openness and adventure. Skilled at creating strategic team vision and moving commercial strategy into local execution that drives profit for key stakeholders. Recognized for people leadership, ability to navigate complex selling environments and mobilizing internal teams into activities that deliver results. Acknowledged for strategic intellect, business acumen, emotional intelligence, articulate communication style, strong coaching skills and building valued local partnerships.

**Core Competencies**

**Strategic Business Analysis & Planning Financial Metric & Budget Management Cross Channel Sales Planning & Execution**

**Brand Management and Local Marketing National Chain Accounts Management New Product & Market Introduction**

**Consultative Distributor Management Key Performance Metric Development Talent Management & Performance Coaching**

**Beer Industry Leadership Experience**

**VP/GM Sales, ballast point brewing company, Nov 2017– April 2019 (Constellation Brands - Milwaukee, WI)**

Selected to lead a team of 22 passionate Ballast Point salespeople in craft centric cities across 15 states including CO, KS, MO, WY, MI, OH, KY, IN, IL, WI, MN, ND, SD, IA, NE. Accountable for achieving volume, distribution, and profit results for Ballast Point through effective business planning, distributor influence, retail execution, people leadership and budget management. Responsible for annual volume of 500,000 cases and $18,500,000 in annual gross revenue by investing $1 million annually in local activation and monthly performance metric tracking across the Constellation Brands organization and key chain retailers.

**Achieved focus brand portfolio volume growth of 8.6% in 2018** through execution of chain and independent retail standards that simplified a historically complex portfolio by focusing on the top ten core brands

**Improved chain performance from -21% in 2017 to +0.1% 2018** through increased call coverage, focus on 2018 core package mandates and chain activation investment plans with on and off-premise retailers

**Lead Ballast Point strategic and tactical plans** across marketing, finance, brewery operations, chain and human resource support teams through annual, quarterly and monthly business updates to senior management

**Supported the negotiation and transition of 65 distributor purchase agreements in IL, MI, MN, CO, and IA** to move Ballast Point from non-Constellation distributors into Constellation’s Gold Network distributors. Led the transition of all Ballast Point inventory, portfolio education and business process into distributor and sales teams.

**Created Ballast Point Chicago Brewpub activation plan for distributor, retailer and Constellation teams.** Brewpub opened in May 2018, with a “hub and spoke” model inviting Chicago neighborhood partners and consumers to experience the face, place, story and beers of Ballast Point in a branded environment.

**Selected by Constellation Brands Chief Commercial Officer** to participate in the ***Emerging Executive Program lead by Harvard Business School*** with a goal to accelerate the transition from strong functional leadership into great strategic leadership. Topics included Personal Leadership, Team Leadership, Change Agility and Strategic Execution.

**Recruited to co-sponsor a national project team of high performers** responsible for developing off and on-premise **Retail Execution Standards** for Ballast Point, Funky Buddha and Four Corners craft breweries. Standards were vetted with sales leadership and coached into distributor and chain selling organizations.

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**Region Sales Director, Tenth and Blake beer company, 2009– 2016 (millercoors - Milwaukee, WI)**

Recruited to initiate and lead a local sales team for a new craft and import beer division, Tenth and Blake™. Built the organization and sales team from a white piece of paper, ultimately leading a team of 24 Beer Merchants across 11 states including MI, OH, KY, IN, IL, WI, MN, ND, SD, IA, NE. Accountable for achieving volume, distribution, and profit results for craft and import breweries including Blue Moon, Leinenkugel’s, Pilsner Urquell, Peroni and Crispin cider. Built annual volume to 14.5 million cases of beer and $235,000,000 in annual gross revenue by investing $7 million annually in local activation. Led annual distributor business planning and performance metric tracking with MillerCoors sales leadership and support organizations.

**Achieved portfolio volume growth of 111% from 2009 – 2016** that resulted in 117% gross margin growth

**Guided seven years of Blue Moon Belgian White draft distribution growth** across the Great Lakes Region, building from 9,061 outlets in 2009 up to 17,000 outlets in 2016, +88%by focusing on velocity and profit story

* **Generated $10M of incremental gross revenue +4.4% during annual general price increase** through market level increases to bottle and can packages +2.2% and draft packages +3.9%. Total distributor net revenue grew 5%.
* **Created HOPS-ecution (How Our People Sell) framework**, established as the commercial selling routine that included sales team core competencies, training content around beer knowledge, selling process, channel activation plans that is recognized as an industry leading beer education and sales training program

**Craft & Import Region Manager – Great Lakes Region, 2008 – 2009 (Miller Brewing co - Milwaukee, WI)**

Managed volume plan attainment, core distribution growth and selling activation across five states of IL WI, MN, OH and IN for Leinenkugel, Peroni, Pilsner Urquell and Grolsch breweries. Coached a team of five Beer Merchants against annual distributor planning, new product roll outs, retail account segmentation, brand promotions and beer education with craft centric accounts.

* **Over achieved Leinenkugel annual volume goal by +7.2% and awarded the 2009 national Bill Leinenkugel Entrepreneurial Spirit Award**

**Senior Marketing Manager, 2005 - 2007 (Miller Brewing Co - Milwaukee, WI)**

Accountable for driving brand ***awareness, trial and retail activation*** for the Miller portfolio across home brewery markets of WI, MN, ND and SD with a team of five local Marketing Managers. Responsible for activating national and local marketing strategy through sports & music alliance activation, directing media and creative agencies, and creation of trade programming.

* **Drove a +2-point change in Miller Lite volume** through successfully negotiating long term sponsorships and retail programming with Milwaukee Brewers, Bucks, University of WI – Madison, Wisconsin State Fair and MN Vikings that resulted in significant on and off premise activation, chain feature programming and improved brand awareness

**Sales Operations Manager, 2002 - 2004 (Miller Brewing Co - Milwaukee, WI)**

Business manager role supporting a 28-person sales team and network of 61 distributors in WI, MN, ND and SD that delivers $450M in annual revenue. Accountable for volume, profitability, portfolio strategy development, and three direct reports. Responsible for annual planning, sales forecasting, pricing strategy, margin improvement, inventory and expense control.

* **Analyzed and restructured pricing strategy and execution** that achieved 2003 sales and profit goals while saving Miller Brewing Co. $1.5M in price promotion expenses

**National Chain Account Manager, 2000 – 2002 (Miller Brewing Co - Milwaukee, WI)**

Assembled and directed a team of category development managers, space management analysts and local chain account managers to deliver company revenue growth with four national customers: Ahold, Supervalue, IGA and Piggly Wiggly

* Sold, secured and managed national beer category management partnerships with Supervalu, BI-LO Supermarkets, Wilson Farms Convenience Stores, Tops Supermarkets, and Giant Supermarkets. **Partnerships led to 2001 “Miller Achievement Award” for leading all Miller National Account Managers in sales and share growth, up 2.7%.**

**Education: Bachelor of Science in Marketing, Bradley University - peoria, il**

**Professional Organizations: Brewers Association Member, Boulder, CO**